
From: Tanya K.
Sent: Thursday, 12 November 2015 6:04 PM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

Categories: Submission

To the ACCC:

I write to oppose the Infant Nutrition Council's (INC) request for a re-authorization of the Marketing in Australia of Infant Formula Agreement (MAIF agreement) for a further 10 years.

The MAIF in and of itself fails to support Australians in their right to appropriate, evidence-based support for infant feeding, and instead allows marketing and profits to guide parents.

Australia has failed to legislate the relevant WHO Code, further putting Australian maternal and infant health at risk.

Please allow for only a one-year re-authorisation. Of course industry would prefer a much longer term. The voluntary and self-regulated nature of the MAIF means consumers have no true protections under this Agreement. The MAIF is long overdue for a review and industry should be made responsible for protecting mothers and infants from misleading marketing.

A one year re-authorisation would allow a review of MAIF to take into account any revisions to the WHO Code (WHO is currently in the process of strengthening protections against food marketing to combat obesity), and also the Australian Government's own review of its national breastfeeding policy. A fresh ten-year term would be poor timing, a win for industry, and a lost opportunity to have proper protections in place for consumers. There's not much Australia leads in anymore. Please don't allow us to slip behind even further. We can do better.

Please allow only a one year re-authorisation of MAIF.

Sincerely,
Tanya Karliychuk
(Mother)